What is claimed is:

1. An advertisement method for presenting advertisement data, transmitted by using broadcasting, to users, the method comprising the steps of:

setting selection standards for a receive time, a receive position and preference of the user, selecting advertisement data which satisfy said standards from the received

5   advertisement data, and storing the selected advertisement data in a received advertisement data base;

evaluating the time, positions, and preference of the advertisement data stored in said received advertisement data base based on a reproduction time, a reproduction position and preference of said user, extracting the advertisement data in the order of

10   highest evaluation, and presenting said extracted advertisement data to the user.

2. An advertisement method according to Claim 1, wherein, in the case where said advertisement data comprises data representing a period of an advertisement, said selection standard for time deems that said receive time must be within said period.

3. An advertisement method according to Claim 1, wherein, in the case where said advertisement data comprises data representing the position of the location of the advertisement target, said selection standard for position deems that said receive position is within a fixed distance from said location.

4. An advertisement method according to Claim 1, further comprising the step of

storing key words which are of interest to said user and key words which are not of interest to said user;

said selection standard for preference deeming that said advertisement data must not contain any key words which are not of interest to said user.

5. An advertisement method according to Claim 1, wherein, in the case where said advertisement data comprises data representing the period of the advertisement, in evaluating the time of said advertisement data,

said advertisement data is given a high evaluation when said receive time is within said period and a low evaluation when said receive time is outside said period.

6. An advertisement method according to Claim 1, wherein, in the case where said advertisement data comprises data representing the position of the location of the advertisement target, in evaluating the position of said advertisement data, the shorter the distance between said receive position and said location the higher the evaluation, and vice versa.

7. An advertisement method according to Claim 1, comprising the step of storing key words which are of interest to said user and key words which are not of interest to said user; in evaluating the preference of said advertisement data,

the more key words which are of interest are contained in said advertisement data, the higher the evaluation, and the more key words which are not of interest are contained in said advertisement data, the lower the evaluation.

8. An advertisement method according to Claim 1, wherein, in transmitting said advertisement data, an advertisement transmission row comprising the advertisement data repeatedly by a unit of a client is created, and said advertisement transmission row

is transmitted.

9. An advertisement apparatus comprising an advertisement transmitter which transmits advertisement data by using broadcasts, and an advertisement receiver which receives said advertisement data and presents it to users,

said advertisement transmitter comprising

5   a transmission advertisement data base for storing said advertisement data; -

an advertisement obtaining section which obtains said advertisement data from said transmission advertisement data base; and

an advertisement transmitting section which transmits said advertisement data obtained by said advertisement obtaining section as an advertisement transmission row

10   to said advertisement receiver;

said advertisement receiver comprising

an advertisement receiving section which receives said advertisement transmission row;

a received advertisement data base for storing said received advertisement data;

15   a time obtaining section which obtains the present time;

a preference obtaining section which obtains a preference of the user;

a position obtaining section which obtains the present position of said advertisement receiver;

an advertisement storage processing section which sets selection standards for a

20   receive time, a receive position and the preference of the user, selects advertisement data which satisfy said standards from the received advertisement data, and stores the selected advertisement data in said received advertisement data base;

an advertisement extracting section which evaluates the time, position, and

preference of the advertisement data stored in said received advertisement data base

25   based on a reproduction time, a reproduction position and preference of said user,

extracts said advertisement data in the order of highest evaluation; and

an advertisement presentation section which presents said advertisement data

extracted by said advertisement extracting section to the user.

10. An advertisement apparatus according to Claim 9, said advertisement receiver

further comprising

an advertisement deletion processing section which, in the case where said

advertisement data comprises data representing a period of an advertisement, deletes

5   advertisement data having a present time outside said period from said received

advertisement data base, and

in the case where said advertisement data comprises data representing a number

of presentations of an advertisement, deletes advertisement data comprising an

advertisement which has been presented a number of times equal to said number of

10   presentations from said received advertisement data base.

11. An advertisement receiver for receiving advertisement data transmitted by using

broadcasting and presenting the advertisement data to a user comprising:

an advertisement receiving section which receives said advertisement

transmission row;

5   a received advertisement data base for storing said received advertisement data;

a time obtaining section which obtains the present time;

a preference obtaining section which obtains a preference of the user;

a position obtaining section which obtains the present position of said

advertisement receiver;

10   an advertisement storage processing section which sets selection standards for a receive time, a receive position and the preference of the user, selects advertisement data which satisfy said standards from the received advertisement data, and stores the selected advertisement data in said received advertisement data base;

an advertisement extracting section which evaluates the time, position, and

15   preference of the advertisement data stored in said received advertisement data base based on a reproduction time, a reproduction position and preference of said user, extracts said advertisement data in the order of highest evaluation; and

an advertisement presenting section which presents said advertisement data extracted by said advertisement extracting section to the user.

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12. A recording medium which is used in presenting advertisement data transmitted by using broadcasting to a user, and stores programs allowing a computer to execute the processes of

setting selection standards for a receive time, a receive position and preferences of the user, selecting advertisement data which satisfy said standards from the received

5   advertisement data, and storing the selected advertisement data in a received advertisement data base;

evaluating the time, positions, and preference of the advertisement data stored in said received advertisement data base based on a reproduction time, a reproduction

10   position and preference of said user, extracting the advertisement data in the order of highest evaluation; and

presenting said extracted advertisement data to said user.